

### **REMARKS**

Claims 1-29 are now pending in the application. Claims 1, 13, and 29 are now amended. The claim amendments are fully supported by the application as filed and do not introduce new subject matter. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the remarks contained herein.

### **TELEPHONIC INTERVIEW**

Applicant's representative, Brent G. Seitz, thanks Examiner Lee for the courtesies extended during the telephonic interview of March 27, 2006. During the interview, differences between the cited art and the claims were discussed. The Examiner indicated that the amendments to Claims 1 and 29 presented herein distinguish the cited Lee reference.

During the telephonic interview, the Examiner questioned whether or not JP3-91614 discloses a metal lug portion. JP3-91614 appears to disclose, with reference to Figure 2, a light dispersing layer 1, a light guide 2, a reflection layer 3, a light source 4, a reflection layer for the light source 5, and a holding member 6, which is made from a spring plate bent into a ring shape. The JP3-91614 reference fails to disclose that the holding member 6 is metal.

### **REJECTION UNDER 35 U.S.C. § 103**

Claims 1-29 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Lee et al. (U.S. Pat. No. 6,295,105) in view of Evanicky et al. (U.S. Pat. No. 5,831,697). This rejection is respectfully traversed.

Amended independent Claim 1 recites, in part and with reference to Figure 3 for exemplary purposes only as the invention includes numerous embodiments, “the second end portion [520a] of the reflector member [50] is spaced apart from the light guide plate member [30], the second end portion is co-linear with the reflective sheet [20].”

Amended independent Claim 13 recites, in part and with reference to Figure 4, for exemplary purposes only as the invention includes numerous embodiments, “malleably bending the lug portion [16] into contact with the reflector member [50].”

Amended independent Claim 29 recites, in part and with reference to Figures 3 and 4 for exemplary purposes only as the invention includes numerous embodiments, “a metal lug portion [16] integral with the reflector holder [14], the lug portion being bent toward the reflector member [50] to directly contact the first end portion [520c] of the reflector member so that the reflector holder and the lug portion secure the reflector member in a clamped state therebetween.”

The Lee et al. reference appears to disclose, with reference to Figure 2, a backlight assembly for a liquid crystal display having a lamp 118, a lamp cover 124, a light guide plate 120, a reflector plate 122, a mold frame 126 in direct contact with the lamp cover 124, a back cover 128, and a top chassis 130. An end portion of the cover 124 overlaps the reflector plate 122 and is not co-linear with the reflector plate 122. The mold frame 126, the back cover 128, and the top chassis 130 include portions that are at right angles relative to each other. The mold frame 126 is a molded material and not metal.

The Lee et al. reference fails to disclose or suggest “the second end portion of the reflector member ... is co-linear with the reflective sheet,” as set forth in amended Claim 1. The Lee et al. reference fails to disclose or suggest “malleably bending the lug portion into contact with the reflector member, as set forth in amended Claim 13.” The Lee reference further fails to disclose or suggest, “a metal lug portion integral with the reflector holder, the lug portion being bent toward the reflector member to directly contact the first end portion of the reflector member,” as set forth in amended Claim 29.

The Evanicky et al. reference appears to disclose, with reference to Figure 7, a display screen apparatus having a reflector 42, a portion of the reflector 110 that is separated from the remainder of the reflector by a gap 150, a lamp 52, a light pipe 56, and a light extraction pattern 60.

The Evanicky et al. reference fails to disclose or suggest “the second end portion of the reflector member ... is co-linear with the reflective sheet,” as set forth in amended Claim 1. The Evanicky et al. reference fails to disclose or suggest “malleably bending the lug portion into contact with the reflector member, as set forth in amended Claim 13.” The Evanicky et al. reference further fails to disclose or suggest, “a metal lug portion integral with the reflector holder, the lug portion being bent toward the reflector member to directly contact the first end portion of the reflector member,” as set forth in amended Claim 29.

As set forth above, the Lee et al. and the Evanicky et al. references each fail to disclose or alone suggest each and every feature of amended independent Claims 1, 13, and 29. Therefore, combination of the Lee et al. and the Evanicky et al. references

fails to render independent Claims 1, 13, and 29, and those claims dependent therefrom, obvious.

#### CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

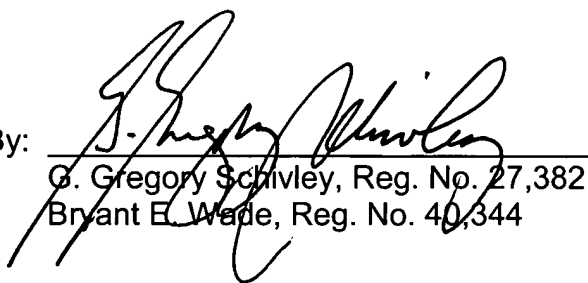
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